has formulated and implemented several Plan Schemes to provide financial assistance for establishment and modernization of the food processing units, creation of infrastructure, support for R&D, human resource development besides other promotional measures to encourage development of the food processing industries. The Government in **2004-05** has allowed under Income Tax Act, a deduction of 100% of profit for five years and 25% of profits for the next five years in case of new agro processing industries set up to process, preserve and package fruits and vegetables. Excise duty of 16% on dairy machinery has been fully waived for promotion of dairy processing industries. In the **Budget of 2005-06** costoms duty on refrigerated vans was reduced from 20% to 10%. In the **Budget of 2006-07** the Government has announced to exempt excise duty on condensed milk, ice cream, preparations of meat, fish and poultry, pectins, pasta and yeast. Excise duty on ready-to-eat packaged foods and instant food mixes, like dosa and idli mixes reduced from 16 per cent to 8 percent. Excise duty on aerated drinks has been reduced from 24 per cent to 16 per cent.

Misleading advertisement on substandard food products

2419. SHRI T.T.V. DHINAKARAN: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Government are aware of the fact that a lot of misleading advertisements appear in the electronic and print media about substandard food products;

(b) the steps taken to prevent publication of such advertisements; and

(c) whether Government would consider to appoint a separate Board for viewing such advertisements before their telecast or publication?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SUBODH KANT SAHAI): (a) to (c) The misleading advertisements which appear in the electronic and print media about substandard food products are liable for action as per the provisions of Prevention of Food Adulteration Act, 1954 and Rules made thereunder. As per these provisions, no advertisement of any food which is misleading or contravening the provisions of PFA Act, 1954 and Rules made thereunder shall be issued. There is no proposal under

consideration of Government to appoint a separate Board for viewing such advertisements before their telecast or publication.

Fruits and vegetables for processing

2420. SHRI RAJKUMAR DHOOT: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether it is a fact that the fruits and vegetables consumed for processing is only about 2.2 per cent;

(b) if so, the details thereof and the major Indian fruits and vegetables used for processing; and

(c) the steps taken to increase production of fruits and vegetables for food processing?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SUBODH KANT SAHAI): (a) to (c) The utilization of fruits and vegetables for processing is estimated to be around 2.20% of the total production. The major fruits and vegetables used, amongst others, for processing include mango, apple, pineapple, litchi, mushrooms, tomato, potato, pea, chilly, garlic etc.

The Ministry of Food Processing Industries, under its plan schemes provides financial assistance upto 25% of the cost of plant & machinery and technical civil works subjects to a maximum of Rs. 50 lakhs in general areas and 33.33% upto Rs. 75 lakhs in difficult areas for Technological upgradation/modernization and establishment of food processing industries including fruit and vegetable processing industries. In addition, under the Technology Mission for Integrated Development of Horticulture in North Eastern States, Jammu & Kashmir, Himachal Pradesh and Uttranchal, higher levels of assistance @ 50% upto Rs. 4.00 Crore for a setting up and Rs. 1.00 crore for upgradation of fruit and vegetable processing is allowed. The Government of India has also launched the National Horticulture Mission (NHM) for holistic development of Horticulture in the country.

Besides, the Government has initiated several policy and fiscal measures for growth and development of fruit and vegetable processing. These include:

(i) Processed fruit & vegetable products are exempt from excise duty.